

Record price for Boston V □ 9 khz on the ropes
Special report on local TV journalism

Broadcasting Jul 27

The News Magazine of the Fifth Estate □ Vol. 101 No. 4

50th Year □ 1981

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The First
50
Years Of
Broadcasting

1971

PAGE 117

BEST COPY AVAILABLE

The Week in Brief

TOP OF THE WEEK

\$220 MILLION FOR WCVB-TV □ That's what Metromedia will plunk down for Boston ch. 5 outlet. Record purchase, first in three-digit millions, is to include BBI Communications. **PAGE 27.**

REQUIEM FOR 9 KHZ □ FCC expected to formally approve request to State Department that U.S. cease advocacy for reduced channel spacing. **PAGE 29.**

FLAK FOR FOWLER □ FCC chairman's letter to Schmitt on S. 898 draws rebuke from senator, upsets at least one colleague at FCC. **PAGE 30.**

CONCERNS ABOUT FCC □ Wirth subcommittee and commission huddle on current issues, but with more restraint than at earlier oversight hearing. **PAGE 31.**

DELAY IN LPTV THAW □ Dawson delays until September planned move to grant 60 low-power TV and translator applications. **PAGE 32.**

KEEPING IN STEP □ FCC nominees Quello and Rivera say they will support Fowler plans as they sail through confirmation hearing. **PAGE 32.**

SPECIAL REPORT

LOCAL TV JOURNALISM'S SCORECARD □ In the past year, expansion has been common thread with more beat specialists, more bureaus, more newscasts. **PAGE 39.** Top consultants point out that TV news has become more relevant and is being offered in larger amounts. **PAGE 42.** BROADCASTING looks at outstanding efforts in spot news, **PAGE 44;** public affairs, **PAGE 70;** investigative reporting and documentaries, **PAGE 82;** cable's deeper involvement in local news. **PAGE 97.**

LAW & REGULATION

CITIZEN GROUPS CHAFE □ Nader, Charren and others blast broadcast deregulation provisions in budget legislation that they claim will put public at mercy of industry. **PAGE 98.**

ANOTHER SLAP AT PTAR □ Chronicle Broadcasting is

latest to ask FCC repeal off-network programming rule. **PAGE 100.**

TECHNOLOGY

TELETEXT STANDARD OFFERED FCC □ CBS and TVS submit proposed technical parameters and rules that reflect consensus reached in Toronto. It draws condemnation from proponent of rival standard. **PAGE 102.**

WANTED: TELECOM POLICY □ Wirth subcommittee told U.S. data-flow industry is in danger of being outgunned by better coordinated competitors. **PAGE 103.**

PROGRAMMING

NEW CABLE SERVICE □ Warner Amex Satellite Entertainment hopes to break new media ground on Aug. 1 with its new Music Television programming. **PAGE 105.**

MEDIA

OUTLOOK FOR MINORITIES □ Ragan Henry is pessimistic at National Urban League seminar. Sundlun explains Outlet's plan to provide equity in ownership. **PAGE 109.**

JOURNALISM

OFF TO LONDON □ Radio, television and news services dispatch top journalist teams to report royal wedding. **PAGE 113.**

ABC NEWS WINS □ *World News Tonight* beats CBS and NBC for first time in "typical" ratings week. **PAGE 114.**

1971

THE 'BROADCASTING' YEARS □ CBS-TV's *Selling of the Pentagon* led to a clash with the administration and a First Amendment confrontation on Capitol Hill. In addition, varying interpretations of the fairness doctrine continued to plague broadcasters, and efforts resumed on legislation for election reforms. **PAGE 117.**

PROFILE

WIDENING HARTE-HANKS'S WORLDS □ The rise of the Texas-based diversified communications firm in the past decade has been one of America's corporate success stories. A major share of the credit belongs to Robert Marbut, its president and chief executive officer. **PAGE 143.**

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Talk debut. ABC officials gathered to announce the start of a new national talk network scheduled for early 1982 launch. L-r: Edward F. McLaughlin, president, ABC Radio Networks; Ben Hoberman, president, ABC Radio; Michael Jackson and Dr. Toni Grant, KABC(AM) Los Angeles air personalities; George Green, VP and general manager, KABC, and Michael Hauptman, VP, ABC Radio Enterprises.

Talk network the next for ABC Radio

Originating from KABC(AM), new service will be delivered by Westar III starting in 1982

The ABC Radio Networks and ABC Radio Enterprises last Monday (July 20) jointly announced the creation of a new nationally distributed talk radio program service which will debut on the network in early 1982. ABC executives told reporters at a news conference held at the network's Century City headquarters in Los Angeles that the service will provide up to 18 hours of programming daily. It will be delivered live, by satellite, through facilities of Wold Communications, based in Los Angeles.

The project is the first for the newly created ABC Radio Enterprises. The network vice president in charge of that unit, Michael Hauptman, joined ABC Radio Networks President Edward F. McLaughlin, in asserting the new service "answers the growing need for quality talk programming for stations seeking cost effective audience building options. Unlike other national talk programs, it will be customized for each local station." Individual broadcasters will be able to insert up to 14 minutes of local commercials per hour and listeners from all areas will be encouraged to telephone program hosts through a special number.

Origination point for the first program offerings will be KABC(AM) Los Angeles. KABC's Michael Jackson, host of a morning news-oriented talk show, and Dr. Toni Grant, a psychologist, are the first personalities announced for the service, with others to follow within the next several weeks.

The talk shows will be distributed via

Westar III's transponder four in all time zones between 10 a.m. and 4 p.m., and midnight and 6 a.m. local time. More program hours will be available to stations at their option.

KABC program director Wally Sherwin is serving as executive producer for the Michael Jackson and Dr. Toni Grant programs. Overall operations of the talk programming service will be overseen by Rick Sklar, vice president of programming for ABC Radio.

ABC currently operates four radio networks (Information, Contemporary, FM, and Entertainment) over land-lines, but has previously announced plans to add two new networks early in 1982 (BROADCASTING, June 8). The two new services are expected to focus on album-oriented rock music and on interests of older listeners. Both the contemporary music service and talk service are being produced by ABC Radio Enterprises, formed as a fourth operating division of ABC Radio last month. Earlier this year, ABC's McLaughlin predicted that all programming produced by his networks would be delivered by satellite by 1984.

The announcement comes just one week after CBS announced plans to introduce its second radio network, this one oriented toward the young adult audience.

Under terms of ABC's agreement with Wold, the latter will provide the network with three full-time 15 khz single-channel-carrier transponder channels. Two of those channels will be used to distribute the new stereo music service.

In addition to the transponder channels, Wold will provide ABC with satellite uplink facilities in New York and Los Angeles, and satellite reception facilities throughout the country. Wold is a participant in the Associated Press's earth station sharing plan, expected to grow to include more than 900 stations by the middle of 1982. Wold will supplement the AP system by installing earth stations at stations designated by ABC.

Kick off dates for fall season begin to firm up

The ill-defined start dates for the new fall prime time television season came into sharper focus last week, as network executives began to reach a consensus on implications of the recently-resolved Writers Guild of America strike. CBS announced it expects new series episodes will begin on the network the week of Oct. 5, with staggered starts for some series well into

Ratings Roundup

In typical summer fashion, with only nine originals out of 67 prime-time shows, CBS-TV came out on top for the week ended July 19 with a 14.2 rating and 28 share. ABC-TV followed with a 13.1/26 and NBC trailed with a 12.0/24.

CBS took three nights: Monday, Friday and Sunday. ABC had the best averages on Tuesday, Thursday and Saturday. And NBC won Wednesday. The highest nightly rating went to CBS when Sunday's repeat line-up of *60 Minutes*, *Archie Bunker's Place*, *One Day at a Time*, *Alice*, *Jeffersons* and *Trapper John M.D.* averaged a 19.5/37. The lowest score was NBC's Saturday when *Barbara Mandrell*, *BJ and the Bear* and *Games People Play* only brought in an 8.9/21.

Among the week's original programs, ABC's *20/20* newsmagazine was the highest rated with a 16.7/32. An NBC "Big Event" *100 Years of Golden Hits* was next with a 14.2/25. The lowest rated original—also the week's lowest scorer overall—was ABC's *Omnibus* which pulled a 4.5/9. The week's one news documentary, a first-run *CBS Reports: Social Insecurity* earned 12.5/24.

The First 20

1.	<i>The Jeffersons</i>	CBS	22.8/39
2.	<i>Trapper John, M.D.</i>	CBS	21.1/38
3.	<i>Alice</i>	CBS	20.5/36
4.	<i>60 Minutes</i>	CBS	20.2/42
5.	<i>Hart to Hart</i>	ABC	20.2/38
6.	<i>Too Close For Comfort</i>	ABC	19.7/36
7.	<i>Three's Company</i>	ABC	18.5/34
8.	<i>Facts of Life</i>	NBC	18.5/33
9.	<i>M*A*S*H</i>	CBS	17.6/33
10.	<i>Diffrent Strokes</i>	NBC	17.5/32
11.	<i>Dukes of Hazard</i>	CBS	17.4/35
12.	<i>Barney Miller</i>	ABC	16.9/33
13.	<i>20/20</i>	ABC	16.7/32
14.	<i>Taxi</i>	ABC	16.6/30
15.	<i>House Calls</i>	CBS	16.2/29
16.	<i>Quincy, M.E.</i>	NBC	16.1/29
17.	<i>The Death of Ocean View Park (movie)</i>	ABC	16.0/29
18.	<i>Dallas</i>	CBS	15.6/31
19.	<i>Laverne & Shirley</i>	ABC	15.6/31
20.	<i>Magnum, P.I.</i>	CBS	15.3/29

The Final Five

63.	<i>Best of Times (special)</i>	ABC	8.8/17
64.	<i>Games People Play</i>	NBC	8.3/18
65.	<i>BJ & the Bear</i>	NBC	7.8/16
66.	<i>Comedy Theater: Dear Trucker (special)</i>	NBC	7.8/16
67.	<i>Omnibus (special)</i>	ABC	4.5/9

■ Davy TV Cable Co. for Davy, W. Va. (WV0864) new signal.

■ Bartlesville Video Inc. for Bartlesville and Dewey, Okla. (OK0063, 62) add signal.

■ R A Laboratories Video Inc. for Captiva Island, Fla. (FL0525) new signal.

■ Video Engineering Inc. for Saratoga, Calif. (CA0771) add signal.

■ Video Engineering Inc. for La Mesa Village, Calif. (CA0745) add signal.

■ Community TV Corp. for Ceneter Harbor, N.H. (NH0091) new signal.

■ Valley Cablevision Inc. for Paradise Hills, N.M. (NM0096) new signal.

■ TV Cable of the Colony Inc. for Colony, Tex. (TX0774) new signal.

■ Tele-Vue of Clarksville Inc. for Clarksville, Tex. (TX0140) add signal.

■ Brookhaven Cable TV Inc. for Brookhaven, Patchogue, Lake Grove and Bellport, all New York (NY0052, 363, 451, 581) add signal.

■ Whitmore Cable TV for Amesville, Ohio (OH0678) add signal.

■ WGN Electronic Systems Co. for Chassell, Mich. (MI0014) add signal.

■ WGN Electronic Systems Co. for Franklin, Mich. (MI0015) add signal.

■ WGN Electronic Systems Co. for Hancock, Houghton, Osceola, Portage and Adams, all Michigan (MI0017, 18, 19, MI0100) add signal.

■ Cablecom-General Inc. for Miami, Gila and Globe, all Arizona (AZ0023, 22, 21) add signal.

■ Roundup Cable Inc. for Roundup (SW), Mont. (MT0092) add signal.

■ Satellite Cable Services for Howard, S.D. (SD0063) new signal.

■ Continental Cablevision of Cook County Inc. for Rosemont, Berkley, both Illinois (IL0466, 467) new signal.

■ Continental Cablevision of Northeast Ohio Inc. for Willoughby, Willoughby Hills, Wickliffe, Lakeline, all Ohio (OH0770, 801, 802, 803) add signal.

■ Continental Cablevision of Elyria Inc. for Elyria (city and township), Ohio (OH0737, 693) add signal.

■ Continental Cablevision of Northeast Ohio Inc. for Mentor, Eastlake, Bay Village, all Ohio (OH0740, 699, 739) add signal.

■ Teleprompter of Lovington for Lea and Lovington, both New Mexico (NM0067, 13) add signal.

■ Coastal Cable Corp. for Dexter, Me. (ME0032) add signal.

■ Otero Cable Television Inc. for Tularosa, N.M. (NM0060) add signal.

■ Consolidated Cable TV Inc. for McCrory and Patterson, both Arkansas (AR0096, 112) add signal.

■ Sammons Communications of Illinois Inc. for Dwight and Pontiac, both Illinois (IL0023, 55) add signal.

■ Community Tele-Communications Inc. for Centralia, Mountain Grove and Republic, all Missouri

(MO0262, 263, 264) new signal.

■ TCI Cablevision Inc. for Huntsville, Randolph, both Missouri (MO0265, 266) new signal.

■ Cablecom-General Inc. for Madison, Neb. (NE0095) new signal.

■ County Cable Inc. for Independent Mountain, Bickmore, Julian and Robson, all West Virginia (WV0866, WV0867) new signal.

■ Quick Cable for Kayford, Kayford (sur), Witcher, Witcher (sur), all West Virginia (WV0883, 884, 885, 886) new signal.

■ Asbury & James TV Cable Service Corp. for Boone, W. Va. (WV0876) new signal.

■ Comcast Cablevision of Montgomery County Inc. for Lower Merion and Narbeth, both Pennsylvania (PA1992, 1993) new signal.

■ Community Tele-Communications Inc. for Golden and Jefferson, both Colorado (CO0161, 162) new signal.

■ M & R Cablevision Inc. for Kanawha and Boone, both West Virginia (WV0875, 876) new signal.

■ Broken Bow TV Cable Inc. for Lukfata, Broken Bow and Schultz, all Oklahoma (OK0167, 165, 168) add signal.

■ Galaxie Cablevision Inc. for Winifrede, W. Va. (WV0261) add signal.

■ Sammons Communications for Washington Inc. for Ephrata and Grant, both Washington (WA0089, 90) add signal.

■ Asbury and James TV Cable Service Corp. for Loudendale, Malden, Georges Creek, Kanawha all West Virginia (WV0544, 058, 051, 279, 877) new signal.

■ Asbury and James TV Cable Service Corp. for Kimberly, W. Va. (WV0877) new signal.

■ Grand Ridge Cable Inc. for Henry, Ill. (IL0472) new signal.

■ Saguaro Cable Communications Inc. for Pima County, Ariz. (AZ0099) add signal.

■ Rentavision of Brunswick Inc. for Brunswick and Glynn, both Georgia (GA0040, 119) add signal.

■ Danville CATV for Point, West Chillisquare, Riverside, Cooper, Limestone, Danville, Mahoning, Brownsville, Liberty, Valley, Washingtonville, Montour, all Pennsylvania (PA1074, 1016, 1083, 1078, 1068, 10257, 1075, 1023, 1076, 1079, 1084, 1077) add signal.

■ Milton CATV for Turbot, East Chillisquare, West Chillisquare, Kelley, Milton, all Pennsylvania (PA1090, 1089, 1088, 1062, 0388) add signal.

■ Watsontown CATV for White Deer, Delaware, Watsontown, Turbotville, McEwensville, Lewis, all Pennsylvania (PA1069, 1067, 0611, 1071, 1070) add signal.

■ Lewisburg CATV for Lewis, Buffalo, East Buffalo, Union, Lewisburg, Loyalsock, West Chillisquare, all Pennsylvania (PA1070, 1064, 1061, 1063, 0353, 0186, 1017) add signal.

■ AJO Television Service Inc. for Gila Bend, Ariz. (AZ0117) new signal.

■ Southeast Cable Inc. for Hankinson, N.D. (ND0090) new signal.

■ Cablevision Communications Corp. for Minden,

La. (LA0110) add signal.

■ Commonwealth Cablevision of Massachusetts Inc. for Holyoke, South Hadley, Agawam, Westfield, West Springfield, Granby, all Massachusetts (MA0034, 35, 46, 52, 53, 118) add signal.

■ Elgin Television Association for Elgin, Ore. (OR0054) add signal.

■ South Hanover Cablevision Inc. for South Hanover, Pa. (PA0287) add signal.

■ Valley Video Cable Inc. for Derry and Palmyra, Hummelstown, North Londonderry, South Londonderry, South Anneville, all Pennsylvania (PA0582, 592, 586, 908, 887, 888) add signal.

■ American TV and Communications Corp. for Baker, Ore. (OR0174) add signal.

■ Florida Clearview Inc. for Folkston, Homeland, Folkston (outside), Callahan, Hilliard, all Florida (GA0354, 353, 526, 527) new signal.

■ Cablevision of McCall Inc. for McCall, Idaho (ID0114) new signal.

■ Cable East Point Inc. for East Point, Ga. (GA0350) new signal.

■ Cable College Park Inc. for College Park, Ga. (GA0349) new signal.

■ Northwest Cable TV for Westfir, Ore. (OR0248) new signal.

Call Letters

Applications

Call	Sought by
New AM	
WSOL	Santee-Cooper Broadcasting Co., Elmore-Santee, S.C.
New FM's	
KNNN	American International Development Inc., Phoenix, Ariz.
WAXL	Beverly J. and Bert P. Patterson, Lancaster, Wis.
New TV's	
KFCB	First Century Broadcasting, Concord, Calif.
KLXY-TV	Donald B. Thomson, San Jose, Calif.
KEKR-TV	Select TV of Kansas City Inc., Kansas City, Mo.
Existing AM's	
WNSI	WLKY St. Petersburg, Fla.
WEAW	WPRZ Evanston, Ill.
KCLF	KQXL New Roads, La.
WCEI	WEMD Easton, Md.
KNSI	KCLD St. Cloud, Minn.
WLOH	WHOK Lancaster, Ohio.
WENR	WEHA Englewood, Tenn.
Existing FM's	
KKXX	KUBC-FM Montrose, Colo.
WUUF	WEBC Camilla, Ga.
WCEI-FM	WEMD-FM Easton, Md.
KJJO	KRSI-FM St. Louis Park, Minn.
WRAC	WIAO West Union, Ohio
WLTY	WKEZ Norfolk, Va.
WKMZ	WESM Martinsburg, W. Va.
Existing TV	
WNYT	WAST Albany, N.Y.

Grants

Call	Assigned to
New FM's	
WNPR	Connecticut Educational Telecommunications Corp., Norwich, Conn.
KCCU	Columbus FM-98 Inc., Columbus, Kan.
KOMO	Hampro Wireless Inc., Brookfield, Mo.
KYOC	Jimm T. Payne, Yakum, Tex.
Existing AM's	
WNSA	WWCM Brazil, Ind.
KGNM	KUSN St. Joseph, Mo.
WLIM	WYFA Patchogue, N.Y.
Existing FM	
KFMY	KAYK-FM Provo, Utah.
Existing TV	
WAGT	WAGT-TV

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	18	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses